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Cynthia Murray

August 10, 2005

TO: Executive Committee

RE: Crossing Guard Program – Agenda Item 3

Dear Executive Committee:

The Expenditure Plan, Strategy 4, reduce school related congestion and provide safer access to schools, includes funding for crossing guards at approximately 70 intersections along major roads serving schools.

As described in the Expenditure Plan, the program will use trained crossing guards for critical intersections throughout Marin County. The intersections will be prioritized by the Public Works Directors together with the Technical Advisory Committee (TAC) and approved by the Authority. As with other TAM programs, the process will provide opportunities for public input.

The initial step in the evaluation of potential crossing guard locations was preparation of an inventory of existing and proposed crossing guard locations. The inventory was developed using a questionnaire that was sent to all the schools in Marin County in May 2005. Based on responses to date, a total of 31 existing crossing guard locations were identified and 21 proposed locations were identified (see Attachment A, Crossing Guard Location Evaluation Criteria Table).

As shown on the Table, prioritization of the crossing guard locations will be based on identification and evaluation of traffic data and roadway characteristics surrounding the existing and proposed locations. The traffic data includes the number of pedestrians (students), traffic volume and turning movement volume. Roadway characteristics include the number of lanes and the presence of any special circumstances that would impede, or compromise, the safety of the pedestrians.

Collection of the traffic data and roadway characteristic is recommended in September 2005 at the 52 existing and proposed crossing guard locations identified by Marin County schools and the Marin County Public Works Directors.

Making the Most of Marin County Transportation Dollars

For this effort, staff recommends that the opportunity to suggest potential locations be closed. If additional locations are identified, an additional collection of traffic data and roadway characteristic information can be collected in May 2006 for evaluation. In the interest of time and efficiency, and to insure consistency between evaluations, it is further recommended that the data collection and analysis be performed by TAM through a contractor obtained through the request for proposal (RFP) process. A draft RFP for these services is attached (Attachment B). A revised Program Development Process the crossing guard program is also provided (Attachment C).

Recommendation

Staff recommends that the Executive Committee review the Crossing Guard Location Evaluation Criteria Table and authorize staff to issue a RFP for data collection.

Respectfully Submitted,

Craig Tackabery
Executive Director

Attachments: Attachment A: Crossing Guard Location Evaluation Criteria
Attachment B: Draft Request for Proposal for Data Collection
Attachment C: Revised Program Development Process

Attachment A

Crossing Guard Location Evaluation Criteria

SD	Location	Uncontrolled				Stop Signs			Signal Controlled			ADT	Exp. Plan
		Urban	Rural						Turning		Special		
		>350 VT/h	>40 ped	>300 VT/h	>30 ped	>4 lanes	>500 VT/h	>40 ped	>40 ped	>300/hr			

Existing Crossing Guards - Locations by School District

KENTFIELD	SFD Blvd & Laurel Grove Ave												SFD Blvd
KENTFIELD	SFD Blvd & College Ave												SFD Blvd
KENTFIELD	College Ave & Woodland Ave												SFD Blvd
LAGUNITAS	N Side of SFD & Meadow Way												SFD Blvd
LARKSPUR	Tam Racket Club & Doherty Rd												
LARKSPUR	Tamalpais Dr & Eastman Ave												
MVSD	Throckmorton Ave & Old Mill St												
MVSD	Melrose Ave & Evergreen Ave												
NUSD	Center Road & Wilson Ave												Center Rd
NUSD	Center Road & Leland Dr												Center Rd
NUSD	S Novato Blvd & Sunset Pkwy												
NUSD	Olive Ave & Summers Ave												
NUSD	Sutro Ave & Dominic Dr												
NUSD	Arthur & Cambridge St												
NUSD	S Novato Blvd & Yukon Way												
NUSD	San Marin Dr & San Ramon Way												
NUSD	San Ramon Way & San Benito Way												
REED	Karen Way entrance to school												
REED	Blackfield Dr & Tiburon Blvd												Tiburon Blvd
REED	Avenida Mireflores & Tiburon Blvd												Tiburon Blvd
REED	Tiburon Blvd & Lyford Dr												Tiburon Blvd
ROSS	Lagunitas & SFD Blvd												SFD Blvd
ROSS	Ross Common & SFD Blvd												SFD Blvd
ROSS	Allen Ave & SDF Blvd												SFD Blvd
ROSS VALLEY	Ross at Kensington												SFD Blvd
ROSS VALLEY	Green Valley Court & Butterfield												Butterfield Rd
ROSS VALLEY	Butterfield Rd & SFD Blvd												SFD Blvd
SRES	W Castlewood Dr & Knight Dr												
SRES	Fifth Ave & River Oaks Dr												
SRES	117 N San Pedro Road (in front of school)												
SRES	Happy Lane & Fifth Ave												

Requested Crossing Guards - Locations by School District

DIXIE	Las Gallinas and Miller Creek Rd												
DIXIE	N San Pedro Rd (in front of school)												
KENTFIELD	College Ave at Stadium Way												SFD Blvd
MVSD	East Blithedale and Lomita Ave												E. Blithedale
MVSD	Camino Alto and Sycamore Ave.												Camino Alto, Miller, E Blithedale
MVSD	East Blithedale and Elm Ave.												E. Blithedale
MVSD	Montford Ave & Melrose Ave												
NUSD	One Main Gate Road (school entrance)												Diablo Ave
NUSD	Diablo Ave between Hill and Center												
NUSD	Alameda de la Loma & Calla de la Mesa												
NUSD	Sunset Pkwy & Ignacio Blvd												Ignacio Blvd
NUSD	Paladini & Vineyard (in front of school)												Vineyard Rd
NUSD	Wilson & Vineyard												Vineyard Rd
NUSD	Wilson Ave at X-walk to field												Vineyard Rd
REED	Trestle Glen & Tiburon Blvd												Tiburon Blvd
ROSS	Bolians & SFD Blvd												SFD Blvd
ROSS VALLEY	Woodland at back entrance of school												SFD Blvd
SRES	Knight Dr & Ashwood Ct												
SRES	Woodland Ave & Eva												
SRES	Woodland Ave & Siebel												
SRES	Racquet Club Dr & Fifth Ave												

Summary: Frequency of Combined Crossing Guard Locations Identified in Expenditure Plan by School District (Existing and Requested)

Location	School Districts
SFD Blvd	Kentfield, Lagunitas, Ross, Ross Valley,
Tiburon Blvd	Reed
Vineyard Road	Novato
Center Road	Novato
Butterfield Road	Ross Valley
Diablo Road	Novato
Ignacio Blvd	Novato

Note: Full size copies of the this Table will be available at the Executive Committee meeting

Attachment B

Request for Proposal

DRAFT

For

SCHOOL CROSSING GUARD LOCATION EVALUATION CRITERIA DATA COLLECTION

For the

TRANSPORTATION AUTHORITY OF MARIN

C/o Marin County Public Works Department
Marin County Civic Center
3501 Civic Center Drive
San Rafael, CA 94913

Issued August XX, 2005

Responses due:

3:00 P.M., XX, 2005

TRANSPORTATION AUTHORITY OF MARIN REQUEST FOR PROPOSALS

SCHOOL CROSSING GUARD LOCATION EVALUATION CRITERIA DATA COLLECTION

Introduction

The Transportation Authority of Marin (TAM) requests proposals from traffic counting firms for the collection of traffic and roadway data for locations surrounding select Marin County schools. The proposals should be submitted by XX P.M. XX, 2005. The following request describes the elements that TAM requires, the deliverables that are expected from the contract, and the information that is expected to be included in the proposals.

Background

One of the greatest barriers to using alternative modes to schools is the difficulty of crossing Marin County's busiest streets. The School Crossing Guard Program under the Marin County Measure A Transportation Sales Tax Expenditure Plan will use trained crossing guards for up to 70 intersections throughout Marin County. The intersections will be prioritized by the TAM Technical Advisory Committee together with the Public Works Directors, based on approved evaluation criteria.

TAM is seeking a consultant for the collection of the data to be used in the crossing guard location evaluation process. TAM will take a lead role in this process as contract administrator. The schedule of data collection will include two counts, the first to be completed during September – October 2005 followed by a second to be completed during May 2006.

The consultant will be responsible for collecting the required data within the time allotted and providing it in a format agreed upon by TAM. The proposal must demonstrate the consultant team's:

- 1) Experience in collecting traffic and roadway data.
- 2) Ability to perform the tasks necessary to fulfill the contract within the stipulated time frame.

Scope of Service

The following scope of service provides an outline of services that are expected to be offered in order to fulfill this contract. The contract period will be split between September - October 2005 and May 2006.

Task 1.0 Initial Meeting

The consultant will meet initially with TAM and the Public Works Directors from the County and the cities and towns in Marin County to clarify the project elements including locations and schedules of data collection, as well as to review the process and format in which to present the data. This meeting will also provide the opportunity to discuss any special conditions that need to be addressed prior to collection.

Task 2.0 Data Collection and Mapping

The consultant will collect data and site features at the 52 locations identified on the list included as Attachment A. These data include: average daily traffic (ADT), vehicle counts per school hour (VT/h), pedestrian counts per school hour, and vehicle turning movements per school hour. The site features include traffic/pedestrian control devices (crosswalks, stop signs, traffic signals), number of traffic lanes and a notation of special conditions that may impede the safety and/or passage of pedestrians. Examples could include, but not be limited to, excessive traffic over multiple lanes of traffic, no sidewalks, roadway construction, and deteriorated pavement.

The information shall be provided in a database format and sketch format agreed upon by TAM that can be easily updated and maintained.

The location information for the May 2006 counts has not been determined at this time. A per location cost estimate should be provided as detailed in the Budget section below.

Deliverable: Database information and location features for each crossing guard location.

Task 3.0 Project Management and Oversight

The selected consultant will be expected to provide appropriate staff to work with TAM in managing this project.

Deliverable: On-going and as needed support related to project management, oversight and development.

Proposal Requirements

Please provide one unbound proposal plus five copies to the TAM office no later than 3:00 p.m. on XX, 2005. The proposal should not exceed ten written pages (single sided, 8-1/2" X 11" pages and excluding proposal cover, cover letter, table of contents and supplemental information such as firm brochures and resumes). The minimum font size shall be size 10.

Proposals shall be organized in the following format:

1. **Cover Letter:** Identify the prime consultant and describe any subcontract arrangements. Please identify the person who is authorized to negotiate for the team, and indicate that the proposal represents a firm binding offer for 90 days.
2. **Project Understanding and Approach:** Describe your understanding of the need for collecting crossing guard evaluation data, and describe your approach to meeting the task objectives outlined in this request for proposals.

3. **Consultant Team:** Describe your team organization, including the qualifications of the consultant and any subconsultants included in the team. Please provide evidence of your experience in traffic and roadway data collection. Provide references with emphasis on those relating to traffic and roadway data collection.
4. **Key Staff:** Identify all key team members, including relevant experience. Include a statement that key team members will not be removed or reassigned without prior approval of TAM.
5. **Work Plan:** Provide a proposed work plan for collecting the crossing guard location evaluation data.
6. **Project Schedule:** Please identify project milestones and key dates in the project schedule.
7. **Project Budget:** Please provide a project budget, showing the budget for each task, as outlined in this RFP. Include level of effort for each staff person and billing rates for each person. Identify overhead rates and all other applicable charges to program. Fixed costs will be separately identified and tallied.

The locations for the May 2006 counting period have not been identified at this time. A per location estimate should be provided based on an estimated total of 20 locations for this count.
8. **References:** Provide at least three references each (names and current phone numbers) from recent work (previous three years). Include a brief description of the projects associated with the reference.
9. **Professional Services Contract:** Please indicate your willingness to accept the terms and conditions in the Standard Short Form Contract (Attachment B) or list those to which you take exception, and, as appropriate, provide proposed alternate wording. It is not TAM's intent to make substantial changes to the Standard Short Form Contract.

Proposal Submittal Procedure

The proposal shall be submitted in accordance with the following requirements:

1. The proposal shall be transmitted with a cover letter as described above.
2. The proposal shall be addressed to:

Transportation Authority of Marin
Marin County Civic Center
3501 Civic Center Drive
San Rafael, CA 94913

Attention: Dianne Steinhauser

3. The proposal shall be dispatched in order to be received at the above address no later than 3:00 p.m. on XX, 2005. Late proposals will not be accepted.

4. TAM will notify proposers of its selection or selection for interview on or after XX, 2005.
5. Questions pertaining to this RFP, the Scope of Services, or the proposal should be directed to:

Hank Haugse
Nolte Associates
(925) 279-4409

Proposal Evaluation and Award Procedure

An evaluation panel will evaluate all proposals and develop a ranking of the most qualified consultants. The evaluation panel may include representatives from TAM, Marin County and other agencies. Members of the panel will not be revealed prior to the interviews.

The firms/teams may be invited to an interview to be scheduled after XX, 2005. The Project Manager and key team members should attend the interview.

Once the top firm/team has been determined, staff will start contract negotiations with that firm/team. If contract negotiations are not successful, the remaining firm/teams may be asked to negotiate a contract. The TAM Board is required to approve the negotiated contract, although work may be initiated with a Notice to Proceed (NTP).

Solicitation Disclaimer

TAM reserves the right to reject any and all responses. All responses to this RFP become the property of TAM upon submission. The costs of preparing a proposal and participating in an interview are at the sole expense of the proposer.

Attachment C
TRANSPORTATION AUTHORITY OF MARIN
School Crossing Guard Program

Program Development Process

<u>Task</u>	<u>Month</u>
1. Distribution of Crossing Guard Questionnaire to public and private schools and to MPWA members.	May
2. Responses received and documented.	June-July
3. Release Request for Proposal for Data Collection.	Aug
4. Data Collection. Analysis by TAM consultant staff.	Sep-Oct
5. Discussion with MPWA and TAC regarding priority guard locations and implementation strategies.	Nov
6. TAC recommendation regarding priority locations and implementation strategies.	Dec
7. Approval of TAC recommendations by TAM Board. TAM policy determination of amount of funding to be provided for new and existing crossing guards.	Jan 06
8. Development and approval of funding agreements with implementing public agencies.* Development of RFP for private contractors.	Sep 05 – Jan 06
9. Distribution of RFP.	Jan 06
10. Selection of Contractor(s).	Mar 06
11. Award Contract(s).	Mar 06
12. Implementation, including recruitment and selection of staff by contractors.	May 06

*Existing crossing guard programs determined to be eligible for Measure A funds

Note: Additional data collection is proposed for May 2006 for existing and proposed crossing guard locations not included in the current inventory.